

**DR GLYNN JONES OBE DL**

*Nominated as a result of Council recruitment process by Amanda Jones (Chair of Council) and Matt Pope (Deputy Chair of Council)*

## **PERSONAL STATEMENT**

I set out below my thoughts as to what I might bring to the Council of Trustees at what must surely be one of the testing times in the Society's remarkable 174 year history.

I have a personal and direct interest in protecting our heritage as I have lived for 30 years in a Grade 2 listed 15th Century Sussex Long House and know full well the time, love and money one needs to invest to secure it for future generations.

One thing that immediately struck me is our reference often to the Society, and the remarkable buildings/sites it cares for, as a Hidden Gem. It saddens me that many more people's lives could be enriched if ways could be found to raise the organisation's profile whilst protecting and enhancing the fine research, maintenance, restoration and promotion work it already undertakes.

I firmly believe in the importance of the organisation having clear Strategic Objectives and Business Plans. Without these in place and enacted, any organisation will find it increasingly difficult to attract funding and support to survive, especially now.

As someone who has led organisations such as the Brighton & Hove City Council, Brighton and Sussex Universities Hospitals Trust, the now financially viable Hanover Band Foundation, and others - all organisations with annual budgets of £600 million down to £2 million - I have considerable experience of effective Strategic Business Planning and would bring this to Council, if appointed.

Not enough people know about the Society and that must change if it is to survive. Throughout my 35 years career in Sussex, I have worked hard to form and enhance numerous partnerships with many like-minded organisations so as to enhance their influence, strengthen their organisation and, increasingly important when there is intense competition for resources, successfully raise money to sustain and enhance future working.

I am a Deputy Lord Lieutenant of East Sussex and remain in close touch with organisations across the County and beyond, including Arts Council England, English Heritage and grant making trusts.

My expertise here may be of some value to Council. I was the first Chair of the Shadow Board which will now, through the Royal Pavilion Foundation, form an Independent Charitable Trust responsible for the future of Brighton Royal Pavilion and the City Museums. I was also for many years the Vice Chair of the Brighton Festival and Dome, England's largest Arts Festival and was instrumental in moving the Festival and the Dome Complex out of City Council management into a Trust.

I have, therefore, first hand knowledge of the challenges facing heritage organisations. The Trustees recruitment information rightly places great importance on Equality, Diversity and Inclusion. My record in Equalities work generally goes back over 30 years and I am proud to

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have played a major role in bringing Equalities issues to the top of organisations' agendas. Unless management and Boards are truly committed to ensuring, greater equality of opportunity, training and development, they will fail to take advantage of the invaluable skills and experience a more open and transparent recruitment and retention policy and practice brings.

What is also vitally important is that a more diverse, dynamic and skilled workforce and organisation will find better ways to engage and influence a wider range of the public to visit and become involved, who at present would not consider becoming engaged.

Also important is that access expectations to public and private funding will increasingly mean that organisations who don't get their Equalities agenda together, will not succeed in attracting much needed funding.

I am aware that the Society has been successful recently in securing £250,000 from the National Lottery Heritage Fund. This is to be applauded, but my understanding of the Society's finances suggests we need to raise significantly more money over the next few months to secure it for the immediate future.

Fundraising is increasingly competitive and sophisticated. Really large donations, from my experience, can take months/years to secure. So whilst working on these I suggest the Society needs to be looking at more immediate possibilities such as perhaps a much more proactive Membership scheme and other activities which allow greater public engagement and opens up more fundraising opportunities.

Sussex has a number of well known personalities who have UK/ International influence and who could be encouraged to attract great visitor numbers or other sorts of funded involvement. All of the organisations I have led as either Chief Executive or Chair have been successful in fundraising and if appointed I could bring that skill and experience to the Board.

Should the Society's membership require further information, I should be pleased to supply it.

Dr Glynn Jones OBE DL